



WXYZ

# ORDER

Print Date 08/27/12

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Flight Dates **08/06/12-08/12/12**

Contract / Revision      **302798 /**

Original Date / Revision  
06/26/12    08/06/12

Advertiser **The People Should Decide C**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Product

**The People Should Decide | Detroit**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **806812**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	18	\$10,540.00	\$12,400.00	0.00	07/30/12	08/12/12	18	\$10,540.00	\$12,400.00
<b>Totals</b>	<b>18</b>	<b>\$10,540.00</b>	<b>\$12,400.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	08/07/12	08/09/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	- 1-1---	:15/:15	2	\$400.00	P-4	0.00 BK	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	- 1-1---		2		\$400.00		0.00				
N 2	WXYZ	08/06/12	08/09/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	1--1---	:15/:15	2	\$550.00	P-4	0.00 BK	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	1--1---		2		\$550.00		0.00				
N 3	WXYZ	08/08/12	08/09/12	5p News 5-6pm M-F	CM	5-6pm M-F	--11---	:15/:15	2	\$650.00	P-4	0.00 BK	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 08/27/12

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Contract / Revision **302798** Flight Dates **08/06/12-08/12/12**

Hiatus Dates

Original Date / Revision 06/26/12/ 08/06/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **806812**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	08/08/12	08/09/12	5p News 5-6pm M-F	CM	5-6pm M-F	-- 11---	:15/:15	2	\$650.00	P-4	0.00	BK	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- 11---					2	\$650.00		0.00			
N 4	WXYZ	08/07/12	08/10/12	6p News 6-630pm M-F	CM	6-630pm M-F	- 1- 11--	:15/:15	3	\$750.00	P-4	0.00	BK	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- 1- 11--					3	\$750.00		0.00			
N 5	WXYZ	08/06/12	08/08/12	7p News M-F 7-730p	CM	7-730pm M-F	111----	:15/:15	3	\$750.00	P-4	0.00	BK	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	111----					3	\$750.00		0.00			
N 6	WXYZ	08/11/12	08/11/12	Early News Sa Sa 6-630p	CM	6-630pm Sat	-----S-	:15/:15	1	\$500.00	P-4	0.00	BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$500.00		0.00			
N 7	WXYZ	08/12/12	08/12/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:15/:15	1	\$600.00	P-4	0.00	BK	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S					1	\$600.00		0.00			
N 8	WXYZ	08/07/12	08/09/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	- 1- 1---	:15/:15	2	\$1,200.00	P-4	0.00	BK	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- 1- 1---					2	\$1,200.00		0.00			
N 9	WXYZ	08/06/12	08/08/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-F	1-----	:15/:15	2	\$600.00	P-4	0.00	BK	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	1- 1----					2	\$600.00		0.00			
													Totals	18	\$12,400.00